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CONTACT INFORMATION

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ACADEMIC POSITIONS

2010 – Present Associate Professor, Department of Marketing
College of Business Administration, University of Central Florida

2004 – Present Assistant Professor, Department of Marketing
College of Business Administration, University of Central Florida

2001 – 2004 Instructor/Teaching Fellow
Joseph M. Katz Graduate School of Business, University of Pittsburgh

EDUCATION

2004 Ph.D. (Marketing), Joseph M. Katz Graduate School of Business
University of Pittsburgh

REFEREED PUBLICATIONS

Pillai, Rajani Ganesh, Xin He, and Raj Echambadi (forthcoming), “The Tale of Uncertain Choices: Inclusion Versus Exclusion,” *Thinking & Reasoning*.

Gong, Baiyun, Regina A. Greenwood, David Hoyte, Arlene Ramkissoon, and Xin He (2018), “Millennials and Organizational Citizenship Behavior: The Role of Job Crafting and Career Anchor on Service,” *Management Research Review*, 41 (7), 774-788.

Bindroo, Vishal, Xin He, and Raj Echambadi (2016), “Satisfaction—Repurchase Intentions Relationship: Exploring the Contingent Roles of Consideration Set Size and Price Consciousness,” *Customer Needs and Solutions*, 3 (3), 115-125.

- Wang, Ze, Xin He, and Fan Liu (2016), "From Similitude to Success: The Effects of Facial Resemblance on Perceptions of Team Effectiveness," *Journal of Experimental Psychology: Applied*, 22 (1), 48-58.
- He, Xin (2016), "When Perfectionism Leads to Imperfect Consumer Choices: The Role of Dichotomous Thinking," *Journal of Consumer Psychology*, 26 (1), 98-104.
- Wang, Ze, Xin He, and Fan Liu (2015), "Examining the Effect of Smile Intensity on Age Perceptions," *Psychological Reports*, 117 (1), 188-205.
- Lee, Sangwon and Xin He (2014), "The Interplay of Brand Origin and Product Origin on Persuasion," *Asian Journal of Marketing*, 8 (1), 44-53.
- Gong, Baiyun, Xin He, and Huei-Min Hsu (2013), "Guanxi and Trust in Strategic Alliances," *Journal of Management History*, 19 (3), 362-376.
- He, Xin, J. Jeffrey Inman, and Vikas Mittal (2008), "Gender Jeopardy in Financial Risk Taking," *Journal of Marketing Research*, 45 (August), 414-424.
- He, Xin and Vikas Mittal (2007), "The Effect of Decision Risk and Project Stage on Escalation of Commitment," *Organizational Behavior and Human Decision Processes*, 103 (July), 225-237.
- Morrin, Maureen, Jacob Jacoby, Gita Venkataramani Johar, Xin He, Alfred Kuss, and David Mazursky (2002), "Taking Stock of Stockbrokers: Exploring Momentum versus Contrarian Investor Strategies and Profiles," *Journal of Consumer Research*, 29 (September), 188-198.

SELECTED HONORS AND AWARDS

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| 2016 | Teaching Incentive Program Award, University of Central Florida |
| 2011 | Teaching Incentive Program Award, University of Central Florida |
| 2010 | Excellence in Undergraduate Teaching, College of Business Administration, University of Central Florida |
| 2004 | Elected to Beta Gamma Sigma Honor Society |
| 2003 | Katz Doctoral Teaching Award, University of Pittsburgh |
| 2002 | AMA-Sheth Foundation Doctoral Consortium Fellow |
| 2000 | Haring Symposium Fellow |